SOCIAL NETWORK SERVICES (SNS) TO ENHANCE CORPORATE COMMUNICATION THROUGH ADVANCED WEB TECHNOLOGIES

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Abstract

“The single biggest problem in communication is the illusion that it has taken place.”

~George Bernard Shaw

In this age and time much has changed in the modes of communication. More information than ever before in the history of mankind is now available at the click of a button. Communication in this age and time acquires an altogether new definition. The Web 2.0 technology, popularly termed to indicate advanced Internet technology, has facilitated interactive information sharing, communication and collaboration on the World Wide Web. A Web 2.0 site allows its users to interact with other users or to change website content, in contrast to non-interactive websites where users are limited to the passive viewing of information that is provided to them. As the increase in popularity of Social Network Services (SNS), operating on Web 2.0 technologies is on an incredible rise, new uses for this advanced technology are constantly being observed. One undisputed usage of this new technology is social networking between businesses through the enhanced communication process. Companies have found that social networking sites such as Facebook and Twitter are great ways to spread their word of mouth publicity or refer to a fellow friend for job openings. However, the authors through this paper try to establish the fact that how the online societies formed through the social network services has made a positive impact on fast, transparent, convenient and cost-effective flow of communication process.

Keywords:
Collective Intelligence, Corporate Communication, Corporate Blogs, Social Networking Service (SNS), Theory of Six Degree of Separation, Web 2.0 technology,